

FIG. 1

### MULTI-SENSORY FIXED-FLUID ANALYSIS

	Fixed	Fluid
<i>Verbal Elements</i>		
Names		
Brand name		
Form Name		
Version Names		
Benefits		
Strategic Brand Benefit		
Variant Benefits		
Other		
Any key identity phrases		
Brand story (legend & lore)		
<i>Visual elements</i>		
Color Palette		
Graphics/iconography		
Key Imagery		
<i>Audio elements</i>		
Musical Identity		
Voice quality		
<i>Tactile elements</i>		
Package shape		
Package material		
In-store display structures		
Product textures		
<i>Experiential Elements</i>		
Product usage experience		
Product choice/versioning		
Web experience		
In-store experience		
In-store themes		
Distribution points		
<i>Physical Elements</i>		
Product category		
Product technology		
current		
future		
<i>Numerical Elements</i>		
Pricing		
Sizing		
<i>Interpersonal/Emotional Elements</i>		
Primary target consumer		
Secondary target consumer		
Product use social context		

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FIG. 2

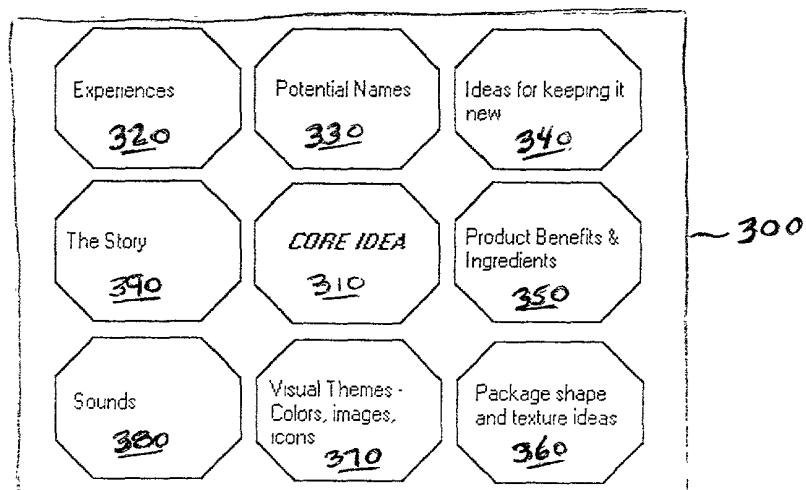


FIG. 3